



Invest to Protect: Creating momentum ahead of the Global Week for Action on NCDs

Joint Peer Learning Advocacy Network (PLAN)-Advocacy Institute
Seed Programme Training workshop for NCD Alliance members

Thursday 7 July 2022
15:00-16:30 CEST



**Please re-name
yourself on Zoom to
Name + Organisation**

Welcome and introduction

Peer Learning Advocacy Networks



PLAN x 3: Prevention, Inclusive Agenda, Investment

Knowledge and advocacy experience exchanges

Advocacy Institute Seed Programme



Support coalition building and set the foundations for advocacy on NCDs of selected young and nascent national and regional NCD alliances: ANN, Malawi, Senegal, Bangladesh, Nepal

Workshop Objectives

- To provide NCDA members with an overview of NCD financing and investment, including the current state of the NCD financing advocacy landscape.*
- To explore examples where NCD financing and investment is instrumental to both NCD prevention and access to NCD care and encourage discussion between members on these examples.*
- To build momentum ahead of the GW4A by discussing how members can engage with the GW4A campaign.*

Agenda

Welcome and Introduction

Section 1: Introductory presentations – the importance of NCD financing

- Overview of financing and NCDs – *Alison Cox, Policy and Advocacy Director, NCD Alliance*
- The role of health taxes in NCD prevention and as health tax as a mechanism to mobilise NCD financing - *Jeremias Paul, Unit Head, WHO Fiscal Policies for Health Unit*
- The role of NCD financing in ensuring equity in access to NCD care – *Pre-recorded presentation from Ralph Emerson Degollacion, Co-convener of the Healthy Philippines Alliance and the Project Manager of HealthJustice*
- Q&A following presentations

Section 2: Interactive discussion – sharing experiences and identifying opportunities within NCD financing space

- Breakout rooms – guided discussion on members' experiences of mobilising domestic financing for NCDs and the shared challenges/opportunities - *facilitated by NCD Alliance team members*
- Report back from breakout rooms

Section 3: Creating momentum ahead of the Global Week for Action on NCDs

- How can examples discussed in the call be used by members during the Global Week for Action on NCDs? And other ways to get involved with the campaign - *Toyyib Abdulkareem, Consultant, Policy and Campaigns – NCD Prevention, NCD Alliance*

Close and evaluation

***Section 1:
Introductory presentations –
the importance of NCD
financing***

Overview of financing and NCDs – *Alison Cox, Policy and Advocacy Director, NCD Alliance*

The Problem Statement

NCDs are the most underfunded global health issue relative to the billions of people impacted.

There is a fundamental mismatch between the healthcare needs and rights of people living with NCDs, particularly in LMICs, and the resources allocated to respond.

NCDs are a human rights and equity issue that perpetuates poverty

- NCDs disproportionately affect the **poorest and most vulnerable populations**.
- **85% of premature deaths** (between the ages of 30 and 70) from NCDs now occur in **LMICs**, most of which can be prevented or delayed.
- Most people in LMICs make catastrophic out-of-pocket (OOP) payments for NCD treatment and care, pushing an estimated **100 million people** worldwide into extreme poverty every year.
- **The chronic nature of NCDs** often lead to on-going expenses which frequently trap poor households in cycles of debt and illness that perpetuate inequalities.
- In LMICs, OOP spending for NCDs surpasses **40% of non-food expenditure**.

NCDs drain the global economy and threaten human capital

- The direct healthcare costs from NCDs constitute a major share of governments' health budget.
- The five leading NCDs are estimated to cost the global economy **US\$ 47 trillion between 2011-2030**, an average of more than **US\$ 2 trillion per year**.
- **NCDs represent a substantial threat to human capital:**

In the short-term

- by ending 15 million lives every year prematurely, and by reducing labor supply and productivity and increasing absenteeism in the workforce due to NCD-related illness and disability.

In the long-term

- by impeding the educational attainment of children and adolescents.

Neglect of NCDs by international donors and development assistance

- Funding allocated specifically for NCDs has remained in the range of just **0.6%-1.6% of total DAH** throughout the last thirty years.
- In low-income countries allocating **less than 5%** of gross national income to health, progress on NCDs will require **catalytic funding from international donors**.
- OOP spending per visit is estimated to be **twice as high** for NCDs than for communicable diseases.

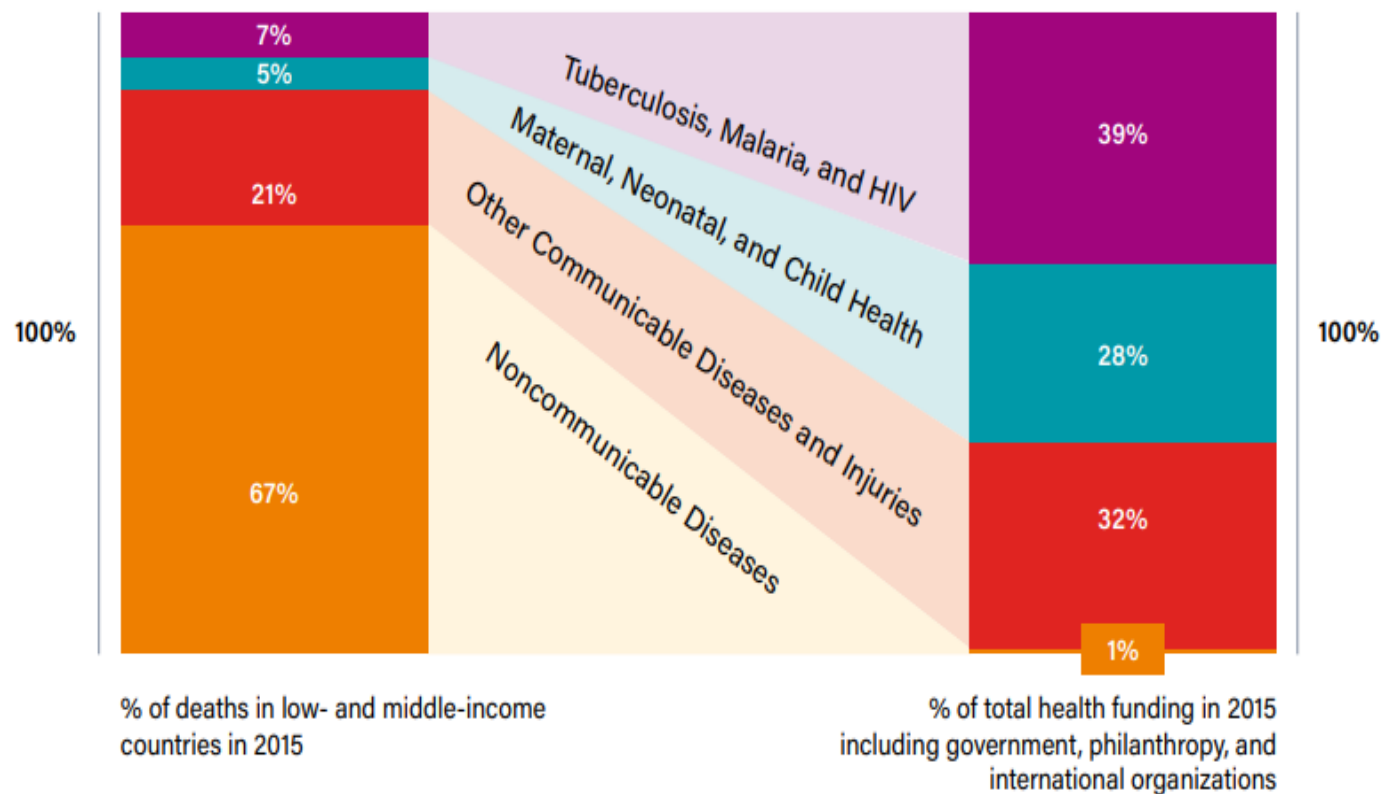


Figure 5. Source: Institute for Health Metrics and Evaluation

NCD Financing Advocacy Milestones

5-11th September 2022 Global Week for Action on NCDs

2023 Second High Level Financing Dialogue

2025 Fourth UN High Level Meeting on NCDs

2030 NCD Action Plan and SDG 3.4 Targets

WHO NCD Best Buys

- In 2017, governments endorsed a **package of 16** affordable, cost-effective and evidence-based NCD interventions, known as the **WHO NCD Best Buys**.
- They focus on preventing NCDs by addressing the **major NCD risk factors**:
 - tobacco use
 - alcohol use
 - unhealthy diets
 - inadequate physical activity
- For an additional **US\$0.84 per year, per person**, by 2030, implementation of the Best Buys could:
 - Save close to 7 million lives,
 - Prevent 10 million cases of heart disease and stroke
 - Add a total of 50 million years of healthy life
 - Realize more than US\$ 230 billion in economic gains



Saving lives, spending less



NCD investment case: The Lancet NCD Countdown 2030

- Broader **package of 21** NCD prevention and treatment interventions.
- Fully aligned with **WHO's Best Buys** but adds some **clinical interventions**.
- **Nearly all countries** can still achieve SDG3.4 by 2030.
- Implementing tailored packages will avert **39 million deaths in LMICs between 2023-2030**.
- Economic benefits of this package of NCD interventions outweigh costs **by 19:1**.

Implementing this package of interventions would require, on average, an additional **US\$18 billion annually**, or a total of US\$140 billion in new spending over 2023–30.

This investment could generate an average net economic benefit of **\$2.7 trillion**.

Integrated health systems to reduce premature mortality

- Although the pandemic has reinforced the arbitrary nature of **vertical and disease-specific approaches**, the **solid infrastructure** that has been built through some of the vertical health programs can now be leveraged to offer synergies with NCD prevention and care.
- It has been clearly demonstrated that **people living with HIV have a significantly higher risk of cardiovascular disease and some cancers, while people living with TB are much more susceptible to diabetes and vice-versa. Malaria and NCDs share a common risk factor; malnutrition.**
- **Addressing co-morbidities** will reduce premature mortality from NCDs among people living with HIV, TB, and malaria.

Simultaneous action needed on many fronts

The solutions lie in:

Leveraging **multiple financing sources** resulting in a “**blended**” stream of financing for NCD programs, tailored to country contexts and needs.

Ensuring the **essential data and investment cases** are in place at global and country levels to catalyze investment and support monitoring and accountability on NCD financing.

Financing Solutions

- Domestic Financing
- Development financing and cooperation
- UN Multi-Partner Trust Fund on NCDs and Mental H
- Private sector and philanthropic financing
- Innovative financing



Domestic financing

- **Public domestic resources** should be the primary pillar of health spending and expenditure, and OOP spending should be minimized.
- **Introducing taxes or removing subsidies on tobacco, alcohol, sugary beverages, ultra-processed foods, and fossil fuels/pollutants is a proven fiscal tool with a ‘double dividend’:**
 - Raising domestic resources
 - Improving health by reducing harmful consumption

Industries producing and selling harmful products aggressively interfere in policymaking to prevent governments implementation of such policies

Development financing and cooperation

- For NCDs, which have received a very small share of DAH over the years, **development financing and cooperation are an important and untapped opportunity for increasing financing for NCDs in LMICs.**
- **Multilateral and bilateral donors** must base their DAH and technical cooperation on LMIC priorities, as articulated in their own national health and NCD plans and strategies
- **National governments**, in turn, must give NCD prevention and control the adequate importance in poverty reduction strategies, national sustainable development plans, and UNSDCF.

UN Multi-Partner Trust Fund on NCDs and Mental Health

- **Established in 2021**, it is the first innovative financing mechanism dedicated to NCDs.
- **It aims to:**
 - Catalyze national action to mobilize domestic funding
 - Strengthen fiscal, legislative and regulatory frameworks
 - Strengthen the collection and use of data
 - Engage communities and affected populations

Leverage US\$ 250 million in funding, over the next five years

**BETWEEN NOW
AND 2030, ACTION
WILL LEAD TO:**

- 8 million lives saved
- 80 million healthy life years gained
- US\$ 350 billion economic benefits realized

Private sector and philanthropic financing

- **Multiple UN/WHO policy documents** have reinforced the important role relevant private sector have in the global NCD response.
- **Institutional investors**, such as pension funds and sovereign wealth funds, potentially represent a **major source of long-term financing**.

An enabling policy environment should provide more confidence regarding financial return pathways for commercial investors, and more clarity on the potential catalytic role of the private sector.

Innovative financing

Innovative financing initiatives generally fall into one of three categories

- **Voluntary contributions.** Including credit card rounding plans, lotteries and cause-related marketing schemes.
- **Compulsory levies or taxes.** Both at the national level with the introduction of excise taxes to curb consumption of unhealthy products, and at the international level with initiatives that expand on the UNITAID airline tax scheme.
- **Financing mechanisms.** Such as the Global Fund; the GAVI Alliance; and the Global Financing Facility.

Improvements in NCD financing data, monitoring, and accountability

- Present data on domestic financing for NCDs particularly in LMICs is **very weak and non-existent in some contexts**, in part because of the **absence of NCDs** in National Health Accounts.
- **Better data availability** through tailored national **NCD investment cases** is key to support increased investment and financing for NCDs:
 - Quantify the economy-wide costs of inaction on NCDs
 - Quantify costs and benefits of prevention, screening, diagnosis and treatment for NCDs
 - Better understand the return on investment (ROI)
- Given that NCDs are a **whole-of-government issue** interacting across a range of sectors, there is a need to track decisions impacting on NCDs **across all government departments**, like transport, environment, and agriculture.



Health Taxes: Effective Tool for Accelerating NCD Prevention and Financing

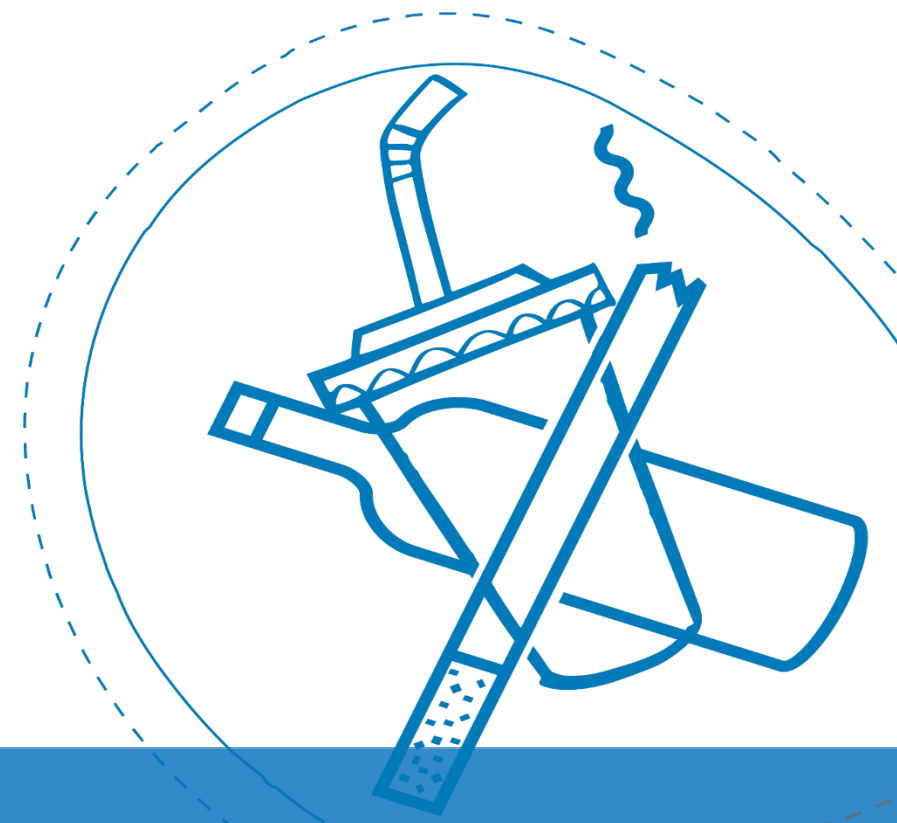
Jeremias N. Paul Jr

United Head, Fiscal Policies for Health,
World Health Organization

* **Disclaimer:** Views expressed in this presentation are mine alone and do not necessarily represent the views, decisions or policies of the WHO.

KEY MESSAGES

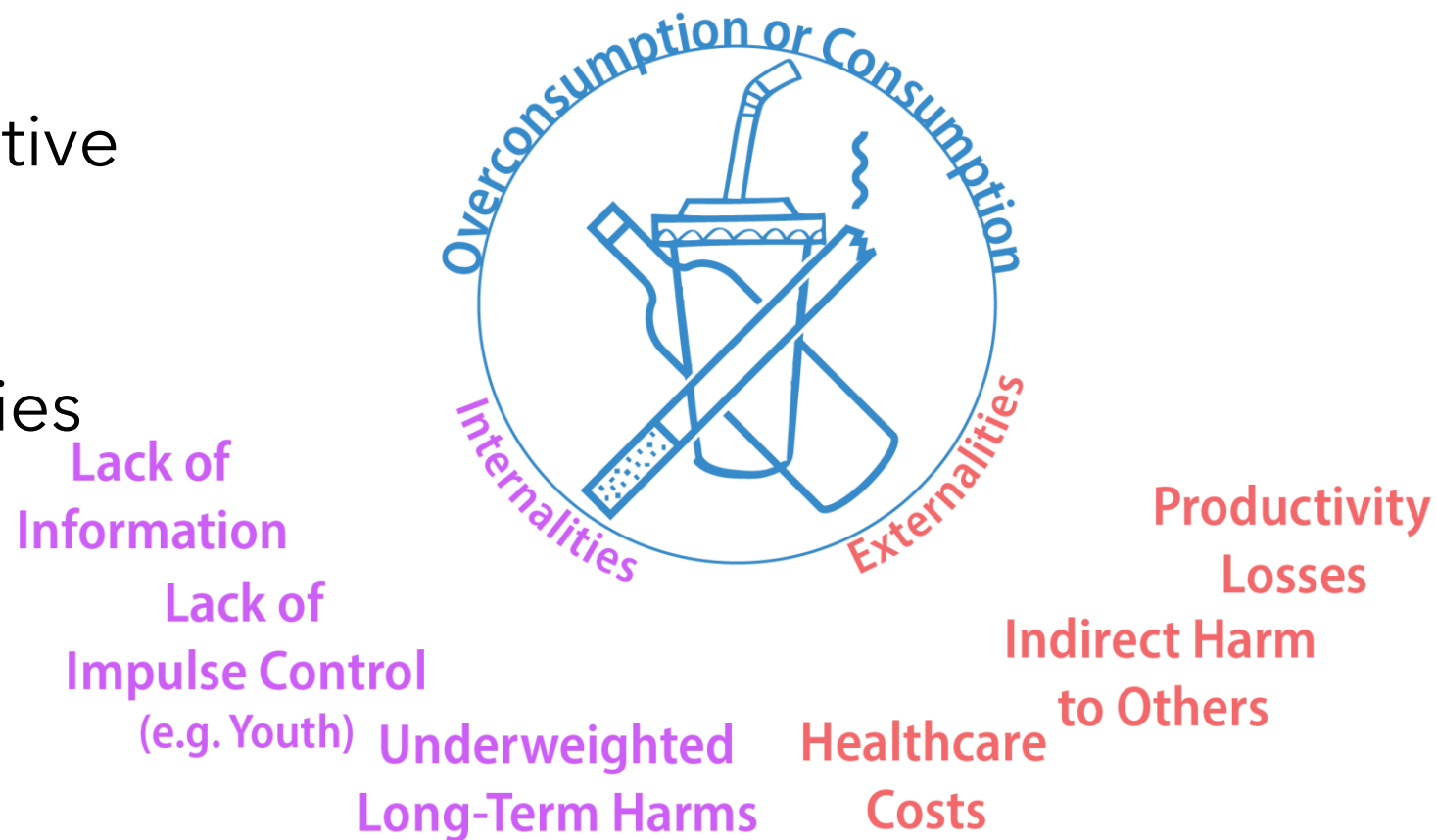
- **Health taxes are proven cost effective measures to reduce the consumption of products deemed major risk factors for NCDs**
- **Health taxes are not only NCD prevention accelerators, they can also serve as revenue boosters for SDG financing**
- **Despite being effective, health taxes are underutilized and are opposed by powerful vested and industry interests**
- **Civil society voice and engagement is critical in countering opposition to increased health taxes to address NCD prevention and management**



What are Health Taxes? Corrects for Negative Externalities and Internalities




Health taxes are cost effective measures to reduce the consumption of products deemed major risk factors for NCDs

- ✓ Health taxes are levied on products that have a negative public health impact
- ✓ They correct for negative externalities and internalities
- ✓ Work best when implemented as part of a comprehensive policy intervention package



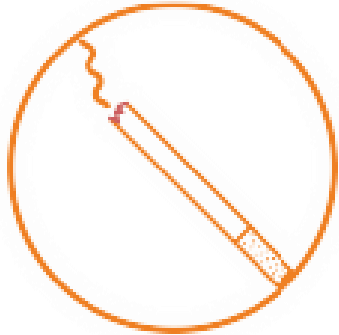
Health taxes can boost domestic resource mobilization post COVID-19

Prospective Annual Yield (%GDP) of Taxes for New Revenue in LMICs

Wealth tax	Low LMICs Applicability
Excess profits tax	0.06-0.08
Digital services tax	0.13-0.25
<u>Tobacco tax</u>	<u>0.24</u> 
Alcohol tax	0.35 
SSBs tax	0.04 



Despite its effectiveness, health taxes are underutilized



At least 170 countries impose tobacco taxes **but in 2020, only 40, mostly HICs, were at the WHO highest level of accomplishment**



At least 155 countries have alcohol taxes **but taxes are low and supportive policies such as annual rate adjustments are poorly implemented**



Only 85 countries have some form of SSB taxes



Powerful vested interests oppose increased health taxes

**S
C
A
R
E**

Sowing Doubt and Smuggling & Illicit Trade

Court & Legal Challenges

**Anti-poor Rhetoric:
Negatively Impact the Poor**

Revenue Reduction

**Employment Impact is
Negative**



**SCARE TACTICS ARE
INDUSTRY CREATED MYTHS
THAT ARE MISLEADING, FALSE
OR EXAGERRATED**

Health taxes: A SMART move

Civil Society has a critical role to play in countering industry opposition and advocating for health taxes



- ✓ **S**ave lives,
- ✓ **M**obilize revenues,
- ✓ **A**ddress health inequities,
- ✓ **R**educe health system burdens and costs,
- ✓ **T**arget NCD risk factors for SDG fulfilment



“Most health funding needs to come from domestic sources. Smart governments are increasingly attuned to ways to do this, including through increased taxation on tobacco and other unhealthy products such as sugar sweetened beverages. Raising prices on tobacco and alcohol and increasing excise taxes reduces consumption, saves lives, and generates additional revenue that countries can reinvest in health.”

Dr Tedros Ghebreyesus, WHO Director General



**Be Bold.
Go SMART Health Taxes!**

**H
W E A L T H**

Thank you!

<https://www.who.int/health-topics/health-taxes>

Raising Sin Taxes for Universal Health Care in the Philippines

By: Mr. Ralph Emerson Degollacion
07 July 2022



Context in the Philippines

- The Philippine population is 105 million in 2019
- 2 out of 10 Filipino adults are smoking (approximately 13-14 million individuals)
- 4 out of 10 Filipino adults are consuming alcoholic beverages (approximately 24-25 million individuals)
- Tobacco and Alcohol excise taxes were increased in 2012 and 2017. The 2012 increase was a pro health reform while the 2017 increase was minimal and probusiness.



President Rodrigo Raa Duterte leads the ceremonial signing of the Revised Corporation Code and the Universal Health Care Act at the Malacañan Palace on February 28, 2019. Credit: RICHARD MADELO/PRESIDENTIAL PHOTO

- In 2019, the Philippine government passed into Law the Universal Health Care Act that mandated social health insurance coverage for all Filipinos and comprehensive reforms in the health system
- Other NCD-related bills were passed including the National Integrated Cancer Control Act and the Mental Health Act



How did civil society support another round of sin tax increase?

- ✓ Research and policy briefings
- ✓ Close coordination with the Department of Health and Department of Finance
- ✓ Participation during Congressional hearings
- ✓ Engaging the media
- ✓ Mobilization of different sectors (e.g. doctors, youth, women, patients, and academe)
- ✓ Counter the tobacco and alcohol industry arguments



How did civil society support another round of sin tax increase?



December 11, 2014
Live! Tax Tobacco To The Max! A Sin Tax Coalition exhibit on the impact of tobacco on children, and the economy and universal health care led by UNAC champion Sen. JV Ejeren. Info-exhibit will run from Nov 12-14 at the 2nd Fl of the Senate of the Philippines.



From left: Aurelie Lora, Deputy Director of Philippine Medical Association, and Executive Director of Philippine College of Physicians present prescription pad by Senator Rie Cayetano, Wey and Flores (Executive Chairperson) recommending the passage of the measure to raise level of alcohol and cigarettes during the pre-conference joined by representatives from the National Sin Tax Coalition in support statements emphasizing the urgency of approving the reform to raise taxes on these products. Photo by ROY DOMINGO



What are the lessons learned?

- ❖ Have a committed core team; anticipate inquiries from policy makers and media and be prepared to address these with existing scientific evidence and country experiences
- ❖ Build local evidence (Emphasize on the burden of NCDs in health and economy)
- ❖ Expose the industry/commercial interference and its front groups in all means
- ❖ Build up public support by engaging influencers and key sectors such as the youth
- ❖ Have credible spokespersons for delivering key campaign messages





Salamat po!!!
(Thank you!)

Q&A

***Section 2:
Interactive discussion –
sharing experiences and
identifying opportunities
within NCD financing space***

Discussion in breakout groups (25 mins)

INSTRUCTIONS

Total time for discussion: 25 mins (~8 mins per question)
Breakout lead to report back

Guiding questions for breakout group discussion

1. What are your experiences of mobilising domestic financing for NCDs in your own country or within your own organisation, including the challenges faced? (e.g. examples of health tax work, examples of using financing to increase access to NCD care?)

FR: *Quelles sont vos expériences en termes de mobilisation de financements nationaux pour les MNT dans votre pays ou au sein de votre organisation? Quels sont les défis que vous avez rencontrés? (ex. exemples de travail sur une taxe pour la santé, sur des mécanismes de financement pour accroître l'accès aux soins des MNT) // **ESP:** ¿Cuáles son sus experiencias de movilización de financiamiento nacional para las ENT en su propio país o dentro de su propia organización, incluidos los desafíos que enfrenta? (por ejemplo, ejemplos de trabajo de impuestos de salud, ejemplos del uso de financiamiento para aumentar el acceso al cuidado las ENT?*

2. Are there opportunities or potential solutions you can identify to overcome the challenges in mobilising domestic resources for NCDs in your own settings?

FR: *Existe-t-il des opportunités ou des solutions que vous pouvez identifier pour surmonter les difficultés à mobiliser des ressources nationales pour les MNT dans votre contexte? ? // **ESP:** ¿Hay oportunidades o posibles soluciones que pueda identificar para superar los desafíos en la movilización de recursos nacionales para las ENT en sus propios entornos?*

3. How can we as civil society work together to achieve change and increase financing for NCDs both in country and globally?

FR: *Comment pouvons-nous, en tant que société civile, travailler ensemble pour obtenir des changements et augmenter les financements pour les MNT au niveau national et global // **ESP:** ¿Cómo podemos trabajar juntos como sociedad civil para lograr el cambio y aumentar el financiamiento para las ENT tanto en el país como a nivel mundial?*

Report back from breakouts

***Section 3 – Creating momentum
ahead of the Global Week for
Action on NCDs***

Introducing the Global Week for Action on NCDs



A global campaign that aims to unite the NCD movement each year under an overarching theme to act on NCDs.

The campaign aims to be an open platform to amplify the voices of the NCD movement and push governments to accelerate progress on the NCD response.

Initiated in 2018, it is open to all sorts of online and offline activities from our community. It is set to achieve four primary goals:

1. **Raise awareness** of the scale, impact and urgency of NCDs
2. **Strengthen political commitment** by governments and agencies to act on NCDs
3. **Assert NCDs as a priority investment** for health and development
4. **Strengthen the NCD movement**, including civil society, youth and people living with NCDs to take action and demand progress.



Global Week for Action on NCDs, 5-11 September 2022

The Year of NCD Investment

Invest to protect people, health systems and economies

- NCDs are the most underfunded global health issue relative to the billions of people impacted. In 2022, we are aiming to bridge the **NCD Investment gap**.
- This year is all about **prioritising the urgent need for increased NCD financing** to prevent and treat NCDs and build resilient health systems that leave no one behind.
- The Global Week for Action provides an opportunity to start a dialogue with governments about what they can do to ensure the **Second Global NCD Financing Dialogue in 2023** is successful in achieving progress at last on increasing investment in NCDs
- We want to drive real commitments to increase NCD financing.



Resources page updated – more to follow

Policy Brief

FAQ

Logo in seven languages

Toolkits and practical guides

Social media resources

and more...

RESOURCES

The latest resources from the NCD community.

FILTER BY

- Type -

- Campaign year -



Making the Case to Invest in Noncommunicable Diseases Today - infographic



Social Media Toolkit



Invest to Protect: NCD financing as the foundation for healthy societies and economies

DISCOVER THE TOOLKIT

This social media toolkit has been developed to support your participation in the 2022 Global Week for Action on Noncommunicable Diseases (NCDs) this 5-11 September.

In the lead up to and during the week, we encourage you to use the power of social media and your voice to call on friends, peers, colleagues, your community and policymakers to #ActOnNCDs!

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ACT on NCDs #ActOnNCDs | actonncds.org

Global Week for Action on NCDs | The Year of NCD Investment | 5-11 SEPTEMBER 2022 2

Download resources and get planning: <https://actonncds.org/resources>

Using this workshop to engage in the campaign

- Examples discussed in the breakouts will be collated and shared after call to encourage members to continue to discuss and exchange
- Use your voices to advocate to your networks for the NCD investment case: share the context, challenges/opportunities in your unique setting and the power of civil society
- Members are encouraged to use these contextual examples to tailor advocacy messaging to key stakeholders, by linking examples to the key campaign messages and the 'Call to action' section of the NCD financing brief...

Campaign theme **KEY MESSAGES**

This year's Global Week for Action on NCDs highlights five key messages:

CALL TO ACTION

INVEST TO PROTECT

**A roadmap to mobilise NCD financing
by 2023**

1 The human toll of NCDs is unacceptable, inequitable, and increasing.

2 NCDs are a major human rights and equity issue—and the most underfunded global health issue.

3 The world's economies cannot afford to neglect NCDs.

4 NCDs threaten resilience, pandemic preparedness, and health systems.

5 Governments can achieve substantial economic benefits by taking bold action.

CALL TO ACTION: Civil society Advocacy, technical expertise and accountability

1. Lead advocacy with governments at the **highest political level** and across **government**.
2. Call upon governments to **strengthen monitoring, tracking and reporting** on expenditure and financing of NCDs.
3. Call upon governments to develop **national NCD investment cases** and **costed national NCD plans**.
4. Call upon governments to develop and commit to **national targets on NCD investment and financing**, and to **global targets** in future UN HLM on NCDs.
5. Drive advocacy on the proven **solutions and strategies** for NCD financing.
6. Generate, promote and disseminate **best practice in NCD financing** from countries and regions.
7. Promote **integration of NCDs** into existing national and global health.
8. Conduct civil society **budget tracking and monitoring on NCDs** to hold governments accountable.

More to follow – resource on key actions for members during campaign

Other ways to get involved

There are many ways that you can get involved and be an agent for change, from retweeting a message to hosting an event.

- Visit www.actonncds.org - available in EN, ES and FR
- Subscribe to campaign newsletter for monthly updates [here](#)
- Share available resources with your network
- Use the power of social media to #ActOnNCDs, see toolkit [here](#)
- Author a blog or grant an interview
- Write a letter to your ministry/government
- Convene a meeting with government officials
- Organise events and mobilise your community - add your events to the [Map of Impact](#)
- Get planning and keep in touch!



TAKE ACTION

Get involved with the campaign and Act on NCDs. From two minutes to one month, there are actions for everyone.



Close and evaluation